



The bostani project;

The design & development of a system for promoting local products and the formation of its brand identity.

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SCHOOL OF ECONOMICS, BUSINESS ADMINISTRATION & LEGAL STUDIES

A thesis submitted for the degree of

Master of Science (MSc) in Strategic Product Design

January 2019

Athens – Greece

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I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the sources according to the Regulations set in the Student's Handbook.

January 2019
Athens - Greece

Abstract

This dissertation was written as part of the MSc in Strategic Product Design at the International Hellenic University.

It is an attempt for developing a system for promoting local products and creating its brand identity. As a person who grew up in the Greek countryside I was grateful for being able to enjoy fresh products of exceptional quality which some of them were from my parents' fields. Later on, as a grown-up, living in Athens, I discovered the difficulties about finding agricultural products of good quality in good prices. The easy access to fine products of the Greek countryside is taken for granted for those who live in the countryside, on the other hand, it is a luxury for the citizens of Athens and other big cities of the country.

Consequently, by having the experience from both sides, and knowing that there is a difficulty for producers to "sell" and for consumers to "find", I tried to find a way to bridge these two parts, in a manner that both of them could benefit.

In order to gather the needed information for this dissertation, I developed a questionnaire with a sample of 57 consumers/ citizens of Athens, I interviewed 10 farmers and I used the bibliography that is referred at the end of this thesis. After defining the way of operation and the form of the system, through which farmers can promote and sell their products, the focus was on building a suitable and appealing brand identity.

First and foremost, I would like to thank my professor, Mr. Fotiadis who is always willing to share his knowledge and experience in Product Design.

A great thank to Dr.Mavragani for her contribution.

Special thanks to Mr. Papadakis for his support.

And at last but not least many thanks to my parents for their constant support and encouragement.

Mariatina Kotsali

15/1/2019

Preface

“What I missed the most from the living in the country, apart from the good quality of the products, is the feeling of trust. The fact that you really knew the producer. The producer usually was a member of your family, a friend or a neighbor.

What I have missed the most from living in the countryside, is the certainty that you know what you consume.”

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Introduction

The purpose of the following dissertation is to design and develop a system through which a farmer (producer) can sell his products to the consumers and furthermore to develop a brand identity so as consumers could buy branded products of good quality in a competitive price.

The objective is to develop a new system which will benefit both the producer and the consumer and furthermore to create a brand identity for it.

The aim of this dissertation is to provide farmers with the following benefits;

1. To sell the total amount of their produce.
2. To increase the profits for farmers by reducing the profits of third parties.
3. To stabilize the price range of the products so as to reduce the feeling of uncertainty of the farmer.
4. To gain recognition for the farmers' efforts, by having his signature on his products.
5. To be able to focus on farming by being a member of an organized system, where there are capable professionals, who deal with all the remaining steps until the product goes to the final consumer.

Regarding to the consumers there is the intention to have the following benefits;

1. To have access to products of good quality that one can buy without paying extra charges to third parties or at least to pay the less possible.
2. To feel safe that the quality of the goods he consumes has been certified.
3. To do his shopping by the most convenient way for him.

We are going to focus on specific geographic areas for a case study, in order to examine the current conditions and to be able to come to specific conclusions. The selected areas are the Municipality of Monemvasia as the region of production and Athens as the region of consumption.

From this point and on, when we refer to producers/ farmers we mean the producers of the municipality of Monemvasia and when we refer to consumers/ customers we will consider the people who live in Athens. These particular places have been chosen in order to have specific data and consequently to be in a position to achieve a deeper analysis.

The main reasons contributed for focusing this case study on the aforementioned location of agricultural production are: the wide variety of products, the fact that this is an area in the mainland of the country, and therefore are no restrictions relating to the transportation (e.g. we are not obligated to follow the ships' timetable) and finally, because Monemvasia is my hometown, I was able to have easy access to the area in order to gather data and complete the research.

Concerning the selected area of consumers, Athens has been chosen for several reasons. First of all because it is the capital of Greece and has the highest population. A second reason is the fact that the competition is greater and that will allow us to conduct a more complete study. Last but not least, because it is a city with close to zero agricultural activity, meaning that the citizens, in order to cover their needs, buy products that have been grown in other regions.

Nevertheless, the results could possibly apply to other areas of the country as well, after relevant research.

Assuming that the current situation can be improved on, we will study the way the system works today and we will discuss the advantages and the disadvantages of it. At the end of this thesis, we intend to have reached to conclusions that will have led us to a new integrated system which could serve better

both sides, producers and consumers. Moreover, we intend to produce an appealing and interesting brand identity system.

Design and development of a system for promoting local products

Research and data analysis

A few words about the place of interest

The study of the place of interest is of major importance. We should be aware of whether the place of interest is on an island or on the mainland, we should be aware of the demographic data of the area, the distance between the producers and customers, the means of transportation that could be used; (are there any railway connections, airport, port or is it accessible only by road), what products this particular area produces, the seasonality of products and the scale of production.

Municipality of Monemvasia

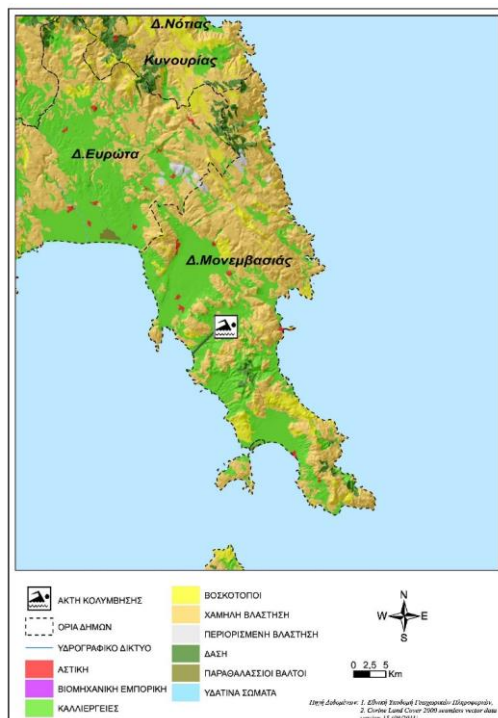
The Municipality of Monemvasia is located in the mainland of Greece at southeast of Laconia county and it possesses a total area of 908,2 square kilometers. It was established in 2011 after the merger of the municipalities of Molai, Zarakas, Asopos, Monemvasia and Vies. The municipality shares the same borders on the north with the Municipalities of Evrota and Kinuria, on the east and south with Aegean Sea and on the west with the Gulf of Laconia. Over 52% of its extent is classified as mountainous. It is also noteworthy that as a municipality possesses the biggest coastline among all the other municipalities of the country. The seat of the municipality is Molai, which is located at a distance of 70 km from Sparta and 300 km from Athens. Finally, we need to mention that according to the inventory of 2001 the number of individuals who live in the area is 23.853. In the following pictures can one see the position of the Municipality on the map of Greece.



pic.1 The position of M.M. on the map of Greece



pic.2 The position of M.M. in Laconia county



pic.3 Thematic map of M.M, with green color the extension of cultivated area

Cultivated products in the Municipality of Monemvasia (M.M)

As we mentioned previously, the goods that the place of interest produces is one of the most significant factors for the success of the system.

Regarding the region of the case study, the following index contains the list of products produced in the area according to the official website of the Ministry of Rural development and food.¹

Oranges
Tangerines
Olive oil
Pomegranate
Olives
Onions
Figs
Honey
Watermelons
Melons
Potatoes
Lemons
Eggplants
Okras
Spinach
Tomatoes
Green beans

Having listed every product that the specific area cultivates, we should examine when is the time of crop for each agricultural product, which of them can be stored after the crop, for how long can they be stored, under what conditions, which of them could be transferred and sold, under what conditions, what is the suitable packaging for each product etc. All these factors are going to play a significant role in the form of the system.

¹<http://www.minagric.gr/index.php/el/the-ministry-2/agricultural-policy/tomeisanapt/maps>

Target Groups

Initially our main target groups are people who live in large urban areas and farmers who live and work in the countryside. Concerning the people who live in the urban areas, more specifically this system is directed mostly to people who maintain a healthy lifestyle with a plant based diet (vegetarians, athletes, individuals with health issues, parents who are concerned about their children's healthy diet).

It is vital to examine the current situation so as to find out if there are points that can be improved on for the benefit of both sides.

Current situation; the farmer's point of view

In order to understand better the situation from the farmer's point of view, a questionnaire was prepared and answered by ten farmers, who work in the region of interest. The questionnaire was comprised of the following questions:

1. Which products do they produce?
2. In which way do they distribute their products to the market?
3. What are the most common problems that they encounter, during the phase of selling their products?
4. For those who are active members of cooperatives, can they mention the problems that they have encountered?
5. For those who are selling their products in the local street markets, what are the problems they usually have to face?
6. What is their opinion about the consumer knowing the name of the producer.

With regards to the answers given by the farmers in the interviews, the following conclusions were reached.

Firstly, farmers do not appear to cultivate just one kind of agricultural product. Apparently, they cultivate more than one product, in order to have a continuous harvest and consequently, a continuous income during the whole year.

In addition, the farmer, depending on the agricultural products he produces, has mainly three options in order to sell his crop. First of all, he can sell his products in local street markets, secondly, he can participate in cooperatives and lastly he can sell his products to mediators who in turn, will sell the products to the market.

In the first case of local markets, the primary benefit is that the farmer has more possibilities to sell the total quantity of his harvest. Furthermore, he is more likely to achieve a good price for his produce. This happens because he has the total responsibility of his produce, from the stage of cultivation until the final selling point. This means, that the farmer depends on his own means. The larger the effort he makes, the bigger the benefit he has. On the other hand, the disadvantages are that he has to dedicate a lot of his time and effort on sales, which consequently leads to the reduction of his focus on the actual harvesting process.

In the second case of the cooperatives, there are more benefits for the farmer. This is true for three reasons. Firstly, there is less risk of not selling the total amount of his produce, there are more possibilities to sell it in a preferable price, and lastly, he isn't forced to dedicate his time in sales as there is an allocated team who represents farmers when it comes to making deals. Nevertheless, the representatives in most cases are farmers as well, who are called to make deals on behalf of the rest of the members of the cooperatives. That means that there are people who are not trained in sales neither in negotiating and making deals. Additionally, there are too many people that are called to make a joint decision, which is not always an easy process.

Lastly, in the situation where the farmer sells his crop through a mediator, the disadvantages are many. To start with, there is a big gap between the price

that the final consumer pays and the price the mediator pays to the farmer. Moreover, there is uncertainty whether the farmer will find a mediator to sell his products to, then if he finds one, it is uncertain that he will sell the total amount of the crop. Another important element is that in many cases the farmer doesn't get paid by the mediator at the time of making the deal, and in some cases not even when the mediator collects the products in order to sell them. There is even the possibility of never getting paid, as there isn't any official contract between the two parties.

Finally, it is worth to mention that almost every farmer who has been interviewed, was positive in the idea of letting the customer know the name of the producer. It seems that this fact would add an extra responsibility to the farmer in order to deliver fine products.

Current situation; the consumer's point of view

In order to understand better the situation from the consumer's point of view, a questionnaire was prepared and answered by 57 people. Apart from the demographic data was compiled, the questionnaire included the following questions:

1. How many times per week do you buy fruits and vegetables?
2. From where do you usually buy fruits and vegetables? What is the reason behind your choice?
3. If you often buy greens, what is the reason behind that?
4. Do you take notice on the origin of each product before you buy it?
5. If you do, how does that affect your decision?
6. Generally, do you use the internet for your shopping? Why?
7. Have you ever bought fruits and vegetables via the internet?

8. Under what conditions you would buy these products via the internet?
9. How much do you spend per month for this kind of products?
10. Would you pay the whole amount in advance, if you had a discount?

Nowadays, consumers have many alternative ways to do their shopping, although when it comes to food products, they prefer to buy them the traditional way. The vast majority prefers to buy agricultural products from the local supermarket, grocery store or the weekly street markets of their neighborhood. However, there is a small number of people, who dare to buy goods through the internet. In the survey that was carried out as a part of this dissertation, only 1 individual in a sample of 57 people has ever ordered groceries through the internet. Most of these people, preferred supermarkets for their shopping and their main criteria were the opening hours and the distance from their house. Another conclusion, is that the majority takes notice of the origin of the products and they are more likely to buy Greek products.

Regarding the shopping of fruits and vegetables the conclusions are:

1. The time that customers dedicate on shopping for edible goods is limited and is done usually under the pressure of time and other everyday obligations.
2. Concerning the purchasing of edible goods through the internet, it appears that the Greek market is still at its starting point. This fact alone, makes it a great marketing opportunity.

Competitors

It is worth exploring the competitors to analyze their strengths and to note any weaknesses.

Concerning competition among competitors, it appears to be the same in all Greek cities as we can separate competitors into three main categories, Supermarkets, Local Street Markets and Neighborhood Grocery Stores. In particular, in the case of Athens, apart from these three basic choices, consumers have the ability also to purchase their fresh produce through a limited number of online sites. The following competitors are listed according to consumer preference:

1. Supermarkets
2. Local street markets
3. Grocery stores
4. Online stores (manaviko-online.gr, farmers republic, neagi.gr etc)

Some of the main advantages and disadvantages in each case are highlighted below:

Supermarkets, firstly, have more convenient opening hours. Secondly, supermarkets provide a large variety of products in the one destination, which makes shopping less time consuming for the consumer. Moreover, the products in a supermarket are kept under strict controlled conditions, which in turn make them safer for consumption. They have a reputation to preserve, so theoretically, they follow strict rules in order to preserve these high quality products. Also, they are more likely to be controlled by the authorities. However, in qualitative parameters such as aroma, taste and freshness, the products of supermarkets come second to those of street markets. Additionally, despite the rules, according to an older research² in many cases of controls in supermarkets, a lack of certificates of products' origin were found. Finally, a well-known disadvantage concerns the prices which are usually much higher than those in the local street markets.

²<https://www.tanea.gr/2010/10/02/greece/laikes-agores-enantion-soyper-market/>

Local street markets have a large variety of products which consumers prefer for the quality and price of the products. Consumers believe that in this kind of market, good quality and fresh products are found. However, there are no certificates of origin and conditions of cultivation, conditions of storage and transportation are unknown. Also, the time it takes for the product to reach the consumer leaving the products exposed in natural conditions, causing damage to fresh produce, especially in the spring and summer. To a certain extent, the common belief that the quality of products is better coming from local markets rather than supermarkets, exists because of the belief that the products come directly from the producer. This fact in itself constitutes a guarantee for the general public that the quality of the product is high, but of course, in reality that is not always so. In actual fact, in many cases the seller in street markets aren't producers but mediators. The common practice of just checking the shape, color or texture of a fruit or vegetable isn't always enough as there are measurements for the use of chemicals during cultivation that need to be taken into consideration in order to prove the quality of a product. Additionally, we must take into consideration the fact that this is one of the most inconvenient ways of shopping. The local markets are affected by the weather and they are only available once a week in a specific area of a neighborhood and only during morning hours, which means that many people can not avail of this type of market. Finally, the use of a car is almost impossible due to space and position.

Grocery stores, usually have a bigger variety than a regular supermarket and the operating hours are more convenient than street markets. Yet, according to our questionnaire, grocery stores are third in the order of consumers' preferences. As in the case of street markets, there are no certifications of origin and procedure of cultivation.

Lastly, there is a new purchasing method category, the *online* grocery stores.

As a new method of shopping, it has a lot of things it can improve on, but in general terms it can be widely accepted that it is time efficient. This is true be-

cause a potential consumer can do all his shopping, while on front of a screen. This method eliminates the time spent on transportation, traffic and queues. It is also more convenient, as internet stores operate on a 24/7 schedule, which makes shopping available at the most suitable time for each customer. However, until today, the vast majority of people are still skeptical about this way of shopping edible goods.

Environmental impact (food miles)

Nowadays, it is a fact that we can find agricultural products from any corner of the planet in our local supermarket. Naturally, that makes consumers feel privileged as they have better access to products from other countries. It gives them a sense of freedom as they have a great variety of products to choose from. But if we think deeper about this, we must consider the size of the environmental impact that is caused by the transportation of these products around the world. There is a special term for the distance that foods travel until it reaches the final consumer, and that is: food miles. The more food miles, the bigger the impact is for the environment. That happens because, first of all, the pollution from the transportation used increases as the miles travelled increase. Then, more packaging is needed in order to protect the products during their journey. Another element is that the products must be processed in order to arrive to their destination freshly and unspoiled. According to the above, a selling system which will enhance the relation between Greek producers and Greek consumers³ will contribute to the reduction of food miles. Consequently, by buying Greek products apart from all the other benefits for

³ By the term Greek producer, we refer to people who operate in Greek fields and by the term Greek consumers we refer to people who live in Greece and are potential customers of our selling system.

the country's economy, it is a contribution in reducing food miles and thus in the reduction of the environmental impact.

The proposal for a new system

After personal interviews with farmers from the area of study and after analyzing all the advantages and disadvantages of each existing way of selling agricultural products, it seems that for the farmer's best interests, the most suitable legal form of commerce is that of the joint business. Despite all the aforementioned disadvantages of this form, the farmers seem to be more satisfied when they are active members of cooperatives. However, in order to achieve the best possible results, a number of crucial changes in the existing method of operation are mandatory.

The suggested changes refer to seven crucial points which will make this new cooperative stand out.

The seven points are the following:

1. Product mix
2. Operations team
3. Sales channel
4. A Door to door delivery service
5. Brand Identity
6. Farmer's signature
7. Quality controls and rating system

Product mix

The first suggestion for change, refers to the product itself. Today, each cooperative is occupied usually with one product. For example, there are coopera-

tives for olive oil, others for figs or pomegranates, oranges and so on. The idea is to create a new cooperative that its members will be farmers with different crops. In that way a strong product mix can be achieved. The product mix, which is the collection of products and services that a company chooses to offer to the market, is crucial for the prosperity of a business. Selling a variety of products instead of selling just one particular product, increases sales and profit potential. Additionally, depending on one product can lead to business failure, as opposed to a diversified product mix. Lastly, as the majority of farmers cultivate more than one kind of product, being members in a cooperative like the one suggested, would benefit them even further.

Operations team

The second suggested change refers to the operations team of a cooperative. In the existing situation, farmers select a team amongst them which is responsible to represent them. It is of high importance the operation team to be consisted of individuals who are not farmers but professionals in economics, business and/or sales in order to be able to meet the best possible results. With the suitable professional in each position great results can be achieved. Lastly, a cooperation with agronomists during the whole procedure of cultivation could lead to better results (not only quantitative but qualitative as well). At the same time, this service would be an extra reason for the consumers to trust this system for their purchases.

Sales channel

Another significant point for the success of the system is the sales channel. As we have seen already in the Greek market, there are internet platforms where someone can choose amongst professionals of the same field. Such an example is the platform *doctor any time*, where someone can see the ratings of any doctor on the platform, can make an appointment and then he can evaluate the service provided according to his experience. Another example is the taxi beat application, where someone can search and order a taxi. The significant

part of this application is that the potential customer can see several details about the taxi driver, such as name, license plate number, type of car, evaluation and comments from other customers.

Following the examples above, a system of similar logic could be created in order to connect directly the farmers with the customers. On the one hand, it would give to the farmers the chance to promote and sell their products to a bigger part of the market and on the other hand, it would give the chance to customers to select easily the best products for themselves.

We are in the era of the Internet, where we are used to doing our shopping easier, faster, whenever we want and from wherever we are at any given time. By contrast, we are still buying our greens (fruits and vegetables) in the traditional way of shopping, which in most cases, doesn't mean that we end up with the best choice of products. Thus, we can't oversee the fact that a great opportunity is currently available in the market. Of course, there have been attempts from companies or synergies in the past, aiming to sell agricultural products through the internet. However, until today, a strong brand with a loyal clientele or a significant market share does not exist. Without question, a direct communication relationship between the producer and the consumer is a plus. In this way, it is more likely for consumers to feel trust and consequently it is more likely for the system to have a more loyal customer base.

A Door to door delivery service

According to the answers of the questionnaire presented in this dissertation, there is no doubt that people actually prefer supermarkets for buying edible goods, not because of the products' quality but mostly because of the convenient opening hours and the distance from their house. As it seems, the shopping of these types of products, is a task that the majority of people want to dedicate the least possible time in order to complete it. A door to door delivery in specific hours and days per week would be an asset. It is obvious that the requirements for this service to be successful, is that the customers trust the

cooperative and they are convinced already that the quality of the products they are going to receive will meet their standards. In order to have an economically sustainable solution, the method in which the customers' orders will be fulfilled and delivered must be strategically organized. Lastly, this service will be assigned to professional drivers and workers and not to the farmers. Farmers will be responsible to gather the products for the order placed, but will then give the products to the workers in order to transfer them to the clients.

Brand Identity and the importance of a strong brand

Not surprisingly and as we mentioned above, the majority of the cooperatives are lacking of brand identity and that was expected, as the vast majority of these cooperatives are consisted of farmers only. The Brand Identity should be built by professionals of the field. A strong brand is an important factor for a firm, in order to make a strong impact on the market. According to bibliography⁴, there is a number characteristics that make a 'strong' brand. These are listed below:

"A strong brand is a major driver of shareholder value.

A strong brand is like an asset. It can be used as collateral for financial loans, buying and selling as an asset.

A strong brand has strong attributes, values and personality that the consumers associate with the brand.

A strong brand is a means of attaining higher customer loyalty.

A strong brand always delivers the benefits that customers truly desire.

A strong brand makes use of and coordinates a full range of marketing activities to build equity.

⁴ <http://managementstudyguide.com>

A strong brand has the right blend of product quality, design, features, costs and prices.

A strong brand is properly positioned and occupies a particular niche in consumers' minds.

A strong brand compels consumers to willingly pay a substantial and consistent premium price for the brand versus a competing product and service.”

The brand Identity is almost as important as the product itself. The aim is to create an exceptional brand identity in order to differentiate and to make an impression to the market.

Farmer’s signature

An essential point for this system would be the fact that every product will have the name of the producer on it. In this way, producers will be more dedicated to their crops in order to produce products of higher quality. Their product will be related to their name. Customers can look for products of a particular producer in case they are satisfied from previous purchases, while, it is a way for the producers’ effort to be recognized. This little addition to the label of the packaging can have a great impact to the customers’ conscience. The aim is to create a bond between these two edges of the line (meaning producers and customers). In the best case scenario, a customer will know by name the producer he trusts and buys from and he will recommend him to his friends (word- of- mouth).

Quality controls and rating system

Another element which will differentiate this system would be regular quality controls and the fact that clients could afterwards rate the whole experience of shopping from the system. It is a fact that a rating system could be either a weapon of power or a weapon of destruction. Undoubtedly though, it is something that increases the feeling of trust to the customers. By giving to the con-

sumers the chance to evaluate the system (quality of products, customers service and the whole experience in total) makes the system more approachable and likeable. On the other hand, by giving to the customers the ability to read reviews from other customers, attributes to the system honesty, straightforwardness and reliability. Additionally, that element gives to the producers the opportunity to have a direct feedback and the chance to proceed as soon as possible to crucial corrections.

Final notes regarding the development of the system

In conclusion, the proposal is about a system of promoting local products through a platform on the internet with a home delivery service. The objective of this is the direct contact between the producer and the consumer with benefits on both sides (better prices/ bigger profits, certified origin of products/ opportunity to sell the total crop etc.). Environment (food mile reduction) and the country's economy could be benefited as well.

After relevant research, the conclusion was that the most suitable legal form for a system would be a cooperative but with few improvements.

The contribution of professionals of marketing, management etc. it is essential and can make the effort to stand out from the competitors. This cooperative will invite every farmer of the area of study to be a part of it, no matter what product they produce, as the unity can increase the farmers' power/ presence in the market. The only requirement for the farmers in order to be members of that system, will be the compliance with the rules of cultivation that will have been posed in order to have as an outcome products of exceptional quality.

Great significance should be given to the development of the brand identity, which will be presented on the following pages. Furthermore, the main idea is that in every product there will be the name signature of the farmer. That element will give recognition to the farmer but simultaneously will bind him to deliver products of good quality. After the completion of the order, the con-

sumer will be able to evaluate the quality of the product and the customer service in general. This rating system will increase the reliability and will gain the trust of the public, while at the same time would be a much-needed feedback for the other side.

The way the system will work

When the customer decides to make an order, he will follow the link on the website (www.bostani.gr). At the first screen, the customer will be able to choose amongst farmers. So, the first step is to choose from which farmer-s he wants to shop, (he could buy from more than one farmer). At the same stage, a customer could choose to see the ratings of each farmer before deciding from each one he prefers to shop. Then, he will be able to see which products the particular farmer produces and its' prices, and he could add to his baskets the products in the quantities he wants. When customer has completed his order, then he has to add his name, address and he has to note which are the most convenient hours for him in order to receive the fresh products that he has chosen. At that stage he can also choose way of payment and he will have the ability to make a note about his order as well.

In the other side of the system, the farmer will see the orders that he has to complete. According to this, he then collects the needed products by his own means and he delivers them to the central point of the cooperative. The farmer has to collect the products, no more than one day before the transportation. In this way the consumer will receive fresh products. From this point, the workers/ drivers will collect the orders and will transported them to Athens.

Apparently, apart from the farmers, who are the basic and important persons of this system, other professionals will be needed. For example, someone who will make any changes needed on the website, (upload photos of the products, new farmers' entries, check orders etc.), workers, drivers, agronomists and

others who were aforementioned. This is an extra reason why this system will help the local economy.

The formation of the Brand Identity

What is a Brand, Branding & Brand Identity?

Brand, Branding and Brand Identity have three different meanings.

Brand, we could say is the reputation that follows a company/ organization/ individual. It is about bringing to one's mind who it is, what it does, how it does it. A brand is the way in which a company, for example, is perceived by those who experience it. It is more like a feeling or an idea rather than something tangible.

Marty Neumeier, branding expert, explains about the brand; "A brand is a person's gut feeling about a product, service or organization."

Branding is the process used to build awareness. It is about grasping every opportunity to stand out in a crowded marketplace and outpace the competition. This process has the power to increase the value of the offering product/service, to create a human connection with the customers and to extend customer loyalty.

Brand Identity is the way that the brand is expressed, it is tangible and it appeals to the senses. It takes unrelated elements and combines them into whole systems. The core elements of the Brand Identity are the logo, the color palette, the typography, the packaging and various more brand expressions according to the clients' needs.

Brand building

Step 1: Conducting research

The first step in the process of brand building is to conduct a research in order to obtain general but crucial knowledge about the organization/company/individual. It is important to understand its mission, vision, target markets, corporate culture, competitive advantage, strengths and weaknesses, marketing strategies and what will be the challenges for the future.

The Mission

In our case study, the mission is to make the customers feel, as if the producer is a member of their family, who cares about them and consequently about their healthy eating habits. For these reasons, he delivers the highest quality of his produce to their homes. The purpose is to stand out in the market and to be established in customers' conscience as a trustworthy brand which emphasizes on the locality and quality of the products.

The Vision

The vision is to build a complete selling system of agricultural products that will thrive and expand to every corner of the country. It will bring a revolution to the way people buy food products in Greece and moreover, will contribute meaningfully to reinforce the agricultural economy of the country. In short amount of years, the objective is to become the market leaders of agricultural products with brand-loyal customers.

Target audience

Regarding the target audience, at the first stage, it will be the people who live in Athens. However, in the near future, the target market will be expanded to an audience who lives in other big cities of the country and do not have direct access to agricultural products. More specifically, the target is people who take

notice in the quality of the products they consume. People who consume a lot of vegetables (such as vegans, athletes, people with health issues, people with healthy eating habits, parents who are concerned about their children's healthy diet). Lastly, because of the way that shopping is done, the target market includes people who have no time to spend in supermarkets/grocery stores etc. (eg: young single males who dislike shopping in Supermarkets/ grocery stores/ street markets or they are lacking the time for this and prefer to shop from the internet).

SWOT analysis

Next, it is vital to conduct a SWOT analysis in order to write down the strengths, weaknesses, opportunities and threats of this venture. To start with, we cannot avoid to mention that there is a great opportunity that lies beneath this system, as the number of competitors is very small. Generally, the existing competitors have several crucial weaknesses, such as lack of a well-organized delivery service or their delivery network is not wide yet. Also, the majority of them does not yet have a strong brand identity, or even worse in some cases, branding is totally absent.

Another important fact that affects this venture, apart from the competition, is that the Greek market is still at its starting point regarding online shopping of food products. Consequently, appropriate training of customers is needed in order to give them a strong motive to change their shopping habits, as well as to overcome their distrust of online shopping when it comes to buying groceries. At the same time, the fact that the online grocery market is so young, makes it fertile ground for establishing a new strong brand.

Regarding the strengths, one lies in the mission statement itself. The aim is to build a strong brand identity with a sophisticated customer service that will outpace the competitors. Additionally, the fact that there will be a large variety of certified quality of products, increases the strength of the brand and the possibilities for success.

On the other hand, it is evident that although the majority of the target market is familiar with online shopping, when it comes to edible goods, the vast majority of consumers has never shopped through the internet. Many of which, would not even consider doing so.

The fact that the target market is still skeptical about shopping edible products through the internet, is a threat for the proposed system. The aforementioned fact means also, that at this time the online grocery stores maintain only a small part of the total market. Consequently, there are two points where attention is needed, so as to eliminate the threat. First of all, it is significant to gain the trust of the audience and convince them to order from the system although it is an online store. Secondly, as we mentioned earlier, the market is still at the starting point regarding online grocery shopping, and for this reason, we must not consider as the main competitors only other online grocery stores. The system must attract audience mostly from the segment of the market who shops from supermarkets/ grocery stores and local street markets. Moreover, another threat, is that this system is consisted of a large number of people who must cooperate well. Lastly, a functional and well-organized structure is crucial for the system's sustainability.

Market research

"Research is to see what everybody else has seen, and to think what nobody else has thought" Albert Szent-Gyorgyi⁵

A market research has been conducted through a developed questionnaire and the procedure of interview with individuals. This was, in order to understand the factors that affect consumers' behavior. From where do they usually

⁵ Alina Wheeler (2013), Designing Brand Identity, John Wiley & Sons, Inc

shop? Why? How often do they buy the products of our interest? Under what conditions would they buy edible products through the internet?

It seems that the majority (58% in a sample of 57 individuals) prefers supermarkets for their shopping mostly because of the convenient opening hours, secondly because of their distance from their home and thirdly because of the quality of the products. Another outcome from this research was that 60% of the people who answered to the questionnaire are buying agricultural products once per week while 51% are willing to pay in advance for the purchases of a month if they could get a discount. Lastly, it is remarkable that although 74% are using generally the internet for their purchases when it comes to consumables only 1.8% has ever ordered from the internet, while the majority are skeptical and claim that only if they knew personally the producers would buy agricultural products through the internet.

“Your vision was created to solve a problem or answer a need, so instead of asking whether or not your brand represents you first, ask yourself whether or not it represents your clients and the reason they need your service.”⁶

The challenge is to convince the target market that they can trust the platform to shop their food supplies. It can help them to have easy access to products of high quality and make easier and faster a weekly routine.

Step 2: Clarifying strategy

A strong brand makes a powerful emotional connection with their customers. In order to achieve this powerful connection, the strategy must be clarified.

⁶ Yali Saar, Branding expert

<https://www.forbes.com/sites/henrydevries/2018/08/10/the-greatest-business-branding-strategy-in-the-world/#23a612545512>

Core Values

The core values of the brand are following:

Trustworthy, Honest – the cooperation delivers to its clients what it has promised them, nothing more, nothing less.

Natural – the characteristics of the end product can be described as pure, healthy, nutritious, unprocessed, however, the value of naturality successfully encompasses all the previous – the end products are of good quality, they maintain their natural characteristics (aroma, colour, shape), without any other processes aiming to make them look more appealing to the market (extra shinning, perfect shape etc). Additionally, the produce follows the cycle of the seasons, that means what the farmers produce and sell are according to the seasonality of the products.

Local – emphasis on the locality of the products, each area produces certain products according to the local climate, the characteristics of the local soil etc. That fact will be used and promoted as an asset.

Direct – It is a direct system, the client can come in touch to the farmer although they are far away from each other. There are no mediators in that system.

In order to highlight all the above, it is important to use the word of mouth as the main tool of advertisement. That means of advertising is the most suitable for that system. We want the clients to feel that they learnt about it, not from an impersonal advertisement on the TV or on the internet, but someone who trust made this suggestion to them. In that case, a kind of relation can already be created.

Tone of voice

The tone of voice it is a significant element in order to have a consistent brand. For this case, the tone of voice should be friendly, direct, experienced and honest.

Develop a positioning platform

“Positioning is a process to identify what boldly differentiates a brand in the mind of a customer.”⁷

In order to build the positioning platform we are going to examine the customers’ problems by using personas.

Persona 1

John is a 30 years old, employee who lives alone and works more than 8 hours per day. He usually shops from the supermarket on Saturdays because he thinks is the easiest and fastest way of doing the shopping for the whole week. He isn’t really happy for the quality of the products he finds but he is not that type of person who will dedicate much time to this process.

Persona 2

Helen is 42 years old. She is a mother of two and a teacher as well. She always has too many things to do and the days for her seems to be really short. Helen wants the best for her children starting from their nutrition. As she doesn’t have the financial ability to buy food every time from biological stores, she visits once per week the local street market of her neighborhood early in the morning in order to buy fresh fruits and vegetables. Of course she is tired and

⁷ Alina Wheeler (2013), Designing Brand Identity, John Wiley & Sons, Inc.

always in a hurry but she doesn't have other option for fresh products in affordable prices.

It is certain that there is a better way. John and Helen or any other, could buy vegetables and fruits in less time, with less effort, in affordable prices and of good quality.

Through the proposed internet platform citizens of Athens will be able to have access directly to agricultural products of the countryside. The customer will be able to make an on line order and he/ she will receive his/ her order at home. Fresh products of good quality will be delivered at customer's house directly from the countryside.

Create a naming strategy

When the potential customer sees the brand, the desired meanings to cross his mind are freshness, simplicity, natural, healthy and familiarity. A brand name that could have this result is the name "The Bostani". The word "bostani" means the garden of vegetables and it comes from the Turkish language. It is used mostly in an informal way and that fact attributes the simplicity and familiarity that we were looking for. Following the same way of thinking, a tagline that can express the forwardness of the project and the freshness of the products is: "From the countryside to your door".

Another three important elements of the brand identity are the farmer's name, the name of the place of cultivation and the date of crop. These three elements need to be close to the logo as they are significant parts of the total brand image but, because of the need of frequently change, they can not be part of the logo. By having these three elements, it is intended to create a bond between the customer and the producer. It will not be an impersonal brand but, in contrary, the aim is that the customers can develop a friendly relation with the producers.

Step 3: Designing Identity

Visualize the future

The ultimate purpose is to expand this system, not only horizontally but vertically as well. The vision is, in few years, a quiet big number of the farmers of the country, who meet the requirements to be members of this structure.

Breeders and fishermen could also be members of this system. Imagine the whole country to be a big market where the consumer will have a direct contact with the producer of the products he consumes. Every place is unique for its production, so the customer will be able to buy the best from each area across the country. From the other hand, every farmer of the country can address to a bigger part of the market.

Last but not least, the aim is to be able to reduce the residues and waste of the agricultural procedures and to exploit even the leftovers in any possible way. For example, even the leaves from the olive trees could be used as biomass or maybe can be used so as to create a new material with many possible applications etc. In this way the benefit increases not only for the farmer and for the consumer, but for the environment as well.

Research and analysis has been completed. We have gathered all the useful data that we need in order to design the identity of the brand.

Designing the Logotype

Look and feel

“Look is defined by color, scale, proportion, typography and motion. Feel is experiential and emotional”⁸ Abbott Miller,(Partner, Pentagram)

⁸ Alina Wheeler (2013), *Designing Brand Identity*, John Wiley & Sons Inc.

Consistency is the key word for a strong brand identity. If the brand identity is successful then even if someone can't see the logo of the firm he still can imagine which firm is, from the rest of the elements. The "look and feel" must be distinctive.

Design process

A. Moodboard



B. Looking for inspiration in other existing logos

Observing other logos can trigger the imagination of a designer. A small collection of some interesting logos of existing firms, that was an inspiration before the design process, follows:



INSPIRATION



C. Testing the logo's form.

There were a lot of trials and attempts so as to find the right form, the correct proportions and finally the total synthesis for the logo. A selection of some attempts in the formation of the logo are following:



D. Searching for the right typography.

Some examples of the typography used while searching the correct one follow:

TO BOSTANI
 bostani
ΤΟ ΜΠΟΣΤΑΝΙ
ΤΟ ΜΠΟΣΤΑΝΙ
 GET YOUR OWN
 ΑΠΟ ΤΟ ΧΩΡΙΟ ΣΤΗΝ ΠΟΡΤΑ ΣΟΥ
 ΚΑΤΕΥΘΕΙΑΝ ΑΠΟ ΤΟ ΧΩΡΙΟ

The final logo





Final logo in black and white:





Logo Analysis:

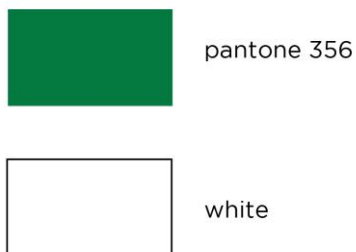
The farmer holding his freshly cropped vegetables, was chosen to be the central figure of the logo. By portraying the farmer in this direct way, the intention is to convey the honest relationship that the platform will create between the farmer and the consumer. Five horizontal lines have been illustrated in the background to imply the existence of a farm. This element, enhances the rural place of origin of the end product. The symbol has been designed in one color, in order to enhance its applicability and practicality. To achieve this, the icon has been designed with emphasis on dramatic lighting and shadows. This enables to distinguish shapes easier in a single colour icon.

The color

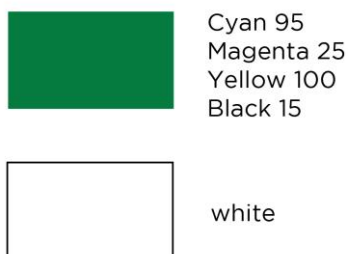
“Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation”⁹.

Green has been chosen for the primary identity colour, as it suggests natureness, freshness and vitality. These characteristics are in accordance with the brand identity core values. In order to achieve consistency across all mediums a specific green color was chosen according to the pantone color values, which was then translated into process and screen colours. The white negative space surrounding the green colour, plays equal importance in the brand identity so it was also added in the primary colours.

Primary identity colours



Process printing colours



⁹ Alina Wheeler (2013), Designing Brand Identity, John Wiley & Sons, Inc.

Web screen colours



Typography

Regarding the logotype typography, two lettering styles were selected to work as the main signifiers in the logotype. The primary wordmark, “ΤΟ ΜΠΟΣΤΑΝΙ”, was written in capital, bold letters in order to emphasize it, in comparison to the tagline. The basis font used for the word ΤΟ ΜΠΟΣΤΑΝΙ, was the font Gotham, but with its corners rounded, for a less formal and more approachable feel. For the tagline, “από το χωριό στη πόρτα σου”, a slab serif font was selected in order to enhance the artisanal and traditional attitude of the brand. The tagline was written in lower case letters, with the intention to enhance the friendly and informal value of the brand. The font used was *pf agora serif*.

In order to achieve a homogeneous brand identity, a single typeface has been selected for all brand applications. The font Pf agora serif, which has been used in the tagline, was chosen. This font conveys the brand values and is functional, legible and readable in both Greek and English.

pf Agora serif

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Farmer specific adjustments

The logotype system has been further developed in order to include the farmer's name and product origin. This has been done for two reasons. Firstly, to enhance the feel of direct, farm to table, consumption. The consumer, can see in combination to the logotype, all the significant information of who produces, where it was farmed and when it was harvested. This, in turn, creates a more direct relationship between the producer and consumer. Secondly, the logotype system has been developed in order to give the farmer a sense of ownership of the brand, which consequently will give him more responsibility for the good quality of the end product.



Exploring applications

Website

In this particular system, there will not be a physical store but only an online store, where customers will be able to put their orders. This is why the website needs to be meticulously designed, up to date and easy to use. As the majority of existing websites with similar content are not really well designed, a well-designed, functional web store would be an asset in order to make the proposed system to stand out in the market.

Packaging

As the idea is to build a brand of natural products that will be fresh and unprocessed, the packaging must follow this concept. Therefore, the use of plastic bags will be avoided and will be replaced by paper bags. The aim is to minimize the packaging in general and to recycle as much as possible. Packaging needs to be simple and ecological. (see pictures below, number 4 and 5)



pic.4 the logotype on paper bag with handles



pic.5 the logotype on paper bag

Vehicle

As products are going to be delivered from the countryside to the city, a suitable vehicle which could transport them is necessary. Hence, one of the main applications of the logo would be on the sides of that vehicle. An example of an application follows in the picture number 6.



pic.6 the logotype on the vehicle

Conclusion

In this thesis, there was an attempt of analysing the current situation in the market of agricultural products. Advantages and disadvantages were mentioned and points for improvement were noticed. After encountering the gap that there is in the market at this time, and realizing the opportunity regarding the internet purchases, there was the intention to develop a system in order to connect farmers with consumers and vice versa. In order to meet the objectives that we put at the beginning, this thesis emphasizes to the honest and direct relation between producer and consumer, to the good quality of products but also, and in the same extend, to the significance of a strong brand identity. Apparently, the success of a system of promoting and selling agricultural products is depending, not only from the good quality of the products and the customer service but also from the image that the customer receives, which is the brand identity.

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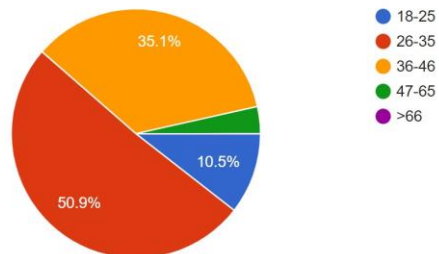
<http://managementstudyguide.com>

Appendices

Consumers' questionnaire

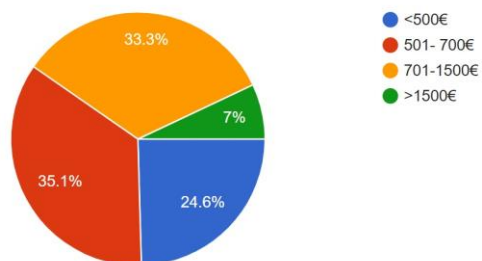
Η ηλικία σου είναι...

57 responses



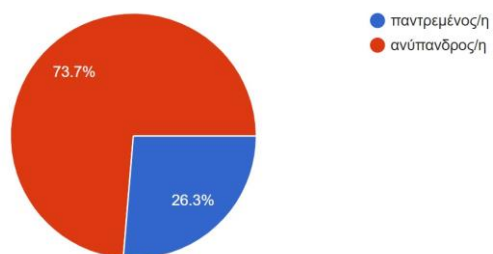
Το μηνιαίο καθαρό εισόδημα σου είναι...

57 responses



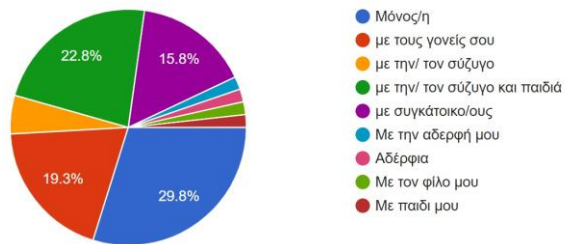
Οικογενειακή κατάσταση;

57 responses



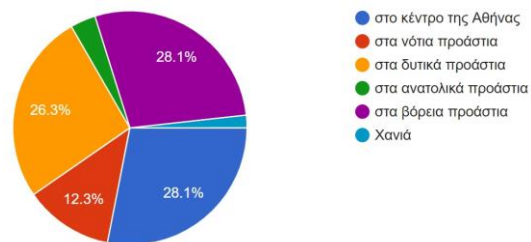
Μένεις...

57 responses



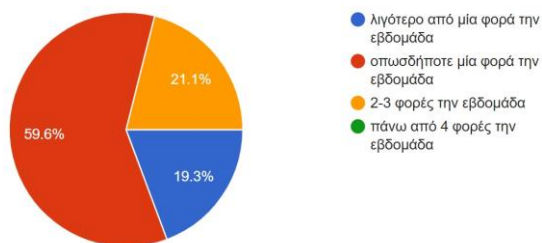
Κατοικείς...

57 responses



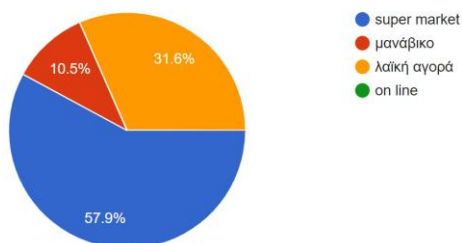
Φρούτα και λαχανικά αγοράζεις...

57 responses



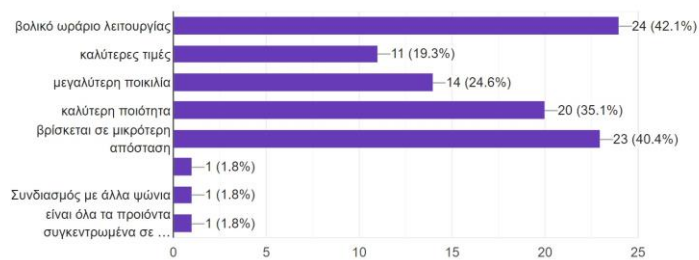
φρούτα και λαχανικά αγοράζεις τις περισσότερες φορές από ...

57 responses



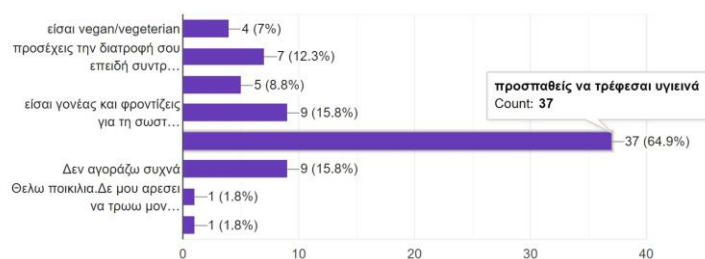
Για ποιο λόγο αγοράζεις από εκεί; (μπορείς να επιλέξεις πάνω από μια απαντήσεις)

57 responses



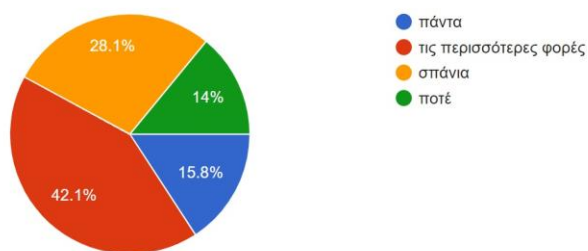
Αγοράζεις συχνά φρούτα και λαχανικά γιατί...(μπορείς να επιλέξεις πάνω από μία απάντηση)

57 responses



Κατά την αγορά (φρούτων κ' λαχανικών) παρατηρείς την προέλευσή τους;

57 responses



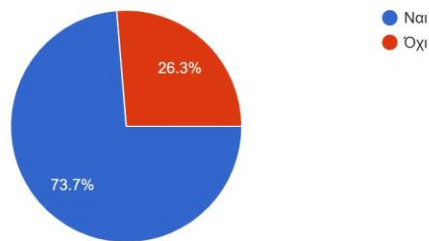
Αν παρατηρείς την περιοχή προέλευσης, πώς αυτό επηρεάζει την αγορά που κάνεις;

34 responses



Γενικότερα, πραγματοποιείς αγορές μέσω internet?

57 responses



Αιτιολόγησε την απάντησή σου στην προηγούμενη ερώτηση. (Γιατί ναι/όχι;)

57 responses

Καλύτερες τιμές
Γιατι δεν απαιτει χρονο. Ειναι ευκολο και γρηγορο!
Επιθυμώ να βλέπω το προϊόν από κοντά γιατί επηρεάζει την τελική μου απόφαση.
πιο ανετες και γρήγορες αγορές
Θελω να εχω αμεση οπτικη και φυσικη επαφη με τα προιοντα και να τα επιλεγω η ιδια
Εξοικονομηση χρονου
Ειναι βολικο . δεν νοειαζεται να μετακινηθεις

Ειναι βολικο , δεν χρειαζεται να μετακινηθεις
Ειναι πιο εύκολο οποιαδηποτε ωρα
Δεν ετυχε
Είναι βολικό και πολλές φορές φθηνότερη επιλογή
Τα ψώνια ειναι και βόλτα οποτε το απολαμβάνω να πηγαινω
Κερδίζω περισσότερο χρόνο και βρίσκω το προϊόν στην καλύτερη δυνατή τιμή
βρίσκω καλύτερες τιμές
Για πράγματα που βρίσκω οικονομικότερα.
Προτιμώ να ελέγχω το προϊόν από κοντά
Θέμα χρόνου.
βρίσκω συμφέρουσες προσφορες και ποιοτικά προϊόντα

βρίσκω συμφέρουσες προσφορές και ποιοτικά προϊόντα
Προτιμω να βλέπω, να πιανω, να δοκιμαζω αυτο που αγοραζω. Επισης δεν εμπιστευομαι το ιντερνετ
Κερδίζω χρόνο. Μεγαλύτερη ποικιλία προϊόντων. Χαμηλότερες τιμές.
λογω ελλειψης χρονου
Εύκολη αγορά
Περισσότερες προσφορές
Ευκολια, αμεσοτητα, οικομια, ωραριο
Βρίσκω κάποια πράγματα σε προσφορά και κερδίζω χρόνο.
Θέλω να έχω επαφή με το προϊόν
Για λογους ποικιλιας
Με βολεύει

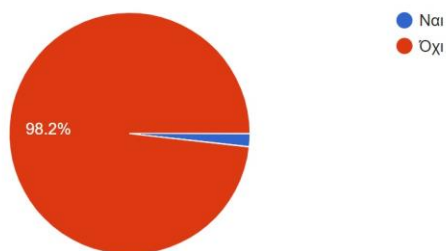
με βολευει
Δεν με βολευει
Θέλω να βλέπω τα προϊόντα!
Γιατί βαριέμαι τα μαγαζιά, είναι πιο εύκολο, πιο φτηνό και έχει μεγαλύτερη ποικιλία
Είναι πιο εύκολο
Για να γλιτώσω χρόνο.
Πραγματοποιώ αγορές μέσω ιντερνετ γιατί μπορώ να τις κάνω οποιαδήποτε ώρα και να ψωνίσω απο καταστήματα όλου του κόσμου.
Προτιμώ από κοντά
Γιατί πολλές φορές δεν έχω ελεύθερο χρόνο κ είναι πιο εύκολο μέσω internet
Τιμή ευκολία ποικιλία χρόνος
Λονω ελλειψης χρονου

λογω ελλειψης χρονου
Ευκολία αγορών - καλύτερες τιμές
Γιατί βρίσκω αυτό που θέλω μέσα απ' το σπίτι μου.
Καλύτερες τιμές, μεγάλη ποικιλία σε προϊόντα, πρόσβαση ακόμη και σε προϊόντα που υπάρχουν αποκλειστικά στο εξωτερικό
Ευκολία και άνεση
Γιατί βρίσκεις ότι θέλεις γρήγορα και κάποιες φορές πιο οικονομικά (αναλόγως το προϊόν και από πού το παραγγέλνεις)
Λόγω χαμηλότερου κόστους
Όχι συχνά αλλά μόνο σε ρούχα, παπούτσια δεν έχω κάνει ποτέ σε είδη σουπερ μάρκετ. Έχει μεγαλύτερη ποικιλία σε μεγέθη, ίσως αρκετές προσφορές μέσω ηλεκτρονικής αγοράς από ότι σε φυσικό κατάστημα, αλλά και πάλι δεν είναι η ίδια αίσθηση με το να δοκιμάζεις το ρούχο και να αισθάνεσαι αν σου αρέσει αν σου ταιριάζει ή όχι
Γιατί θέλω να έρχομαι σε επαφή με το προϊόν

Γιατί θέλω να έρχομαι σε επαφή με το προϊόν
ΕΠΙΘΥΜΩ ΤΗΝ ΠΡΟΣΩΠΙΚΗ ΠΩΛΗΣΗ
Απο έλλειψη χρόνου
Δεν κανω αγορες απο κει
Θελω να δοκιμάζω ή να βλέπω το προϊόν πριν το αγοράσω.
καλυτερες τιμες και δεν χρειαζεται να βγω απο το σπιτι μου
Έλλειψη ελευθερου χρόνου
Ειναι βολικο και αξιοπιστο
Χρησιμοποιείς πλαστικό χρήμα και παίρνεις προϊόντα σε χαμηλότερες τιμές από την αγορά.

Έχεις παραγγείλει ποτέ φρούτα/λαχανικά μέσω internet;

57 responses



Υπό ποιές προϋποθέσεις θα αγοράζες φρούτα και λαχανικά από το ίντερνετ;

57 responses

με εγγυηση προιοντος και επιστροφη χρωματων σε οποιοσηποτε περιπτωση ουσαρεσκειας του πελάτη.
δεν θα αγοράζα τρόφιμα από το Internet
αν ημουν αρρωστη ή αν δεν προλαβαινα σουπερ μαρκετ λογω ωραριου
Εαν γνωριζα τον προμηθευτη
Δεν θα αγοραζα
Αν ηξερα το παραγωγο και εγγυηση για τη ποιότητα
...

Να έκαναν αυθημερόν διανομή κατ'οίκον με μικρή ελάχιστη παραγγελία
Αν μου τα έφερναν σπίτι ώρες που βολεύουν, ήξερα οτι η ποιότητα ήταν εγγυημένη και δεν ήταν πολυ πιο ακριβά
Θα έπρεπε να πεισθώ για την ποιότητα τους
υπό καμία
Αν γνώριζα τον παραγωγό.
Μόνο αν γνώριζα τον παραγωγό προσωπικά.
αν το ωράριο δε μου επέτρεπε να πάω σε λαϊκή ή σούπερ μάρκετ Ν αγοράσω
Μονο αν ήξερα το καταστημα η τον παραγωγο που τα πουλαει, αλλα και παλι ειναι αμφιβολο οτι θα αγοραζα απο το ιντερνετ.
Πιστοποίηση παραγωγού/ προέλευσής και χαμηλότερη τιμή.
δε θα αγοραζα

Μόνο αν ήταν συσκευασμενα
Πιστοποιημενης ποιτητας
Δεν θα αγόραζα φρούτα και λαχανικά από το internet.
Αξιοπιστία
Αν αγοραζα μαζί και αλλα προϊόντα απο το ίντερνετ
Δύσκολα
Δεν θα αγοραζα
Να ήταν φρέσκα
Εγγυημένη ποιότητα, λογική τιμή, παράδοση κατ' οίκον κατόπιν συνεννόησης
Οικονομικές τιμές και δωρεάν μεταφορικά
Να είμαι σίγουρος ότι είναι φρέσκα

Δε θα αγόραζα
Απο super market
Καμιά θέλω να τα δω
Αν μπορούσα να τα διαλεξω
Καμία
Αν δεν μπορούσα για λόγους υγείας να βγω από το σπίτι.
Γρήγορη παραλαβή, παράδοση στο σπίτι, καλύτερες τιμές
Ευκολία
Ίσως λόγω έλλειψης χρόνου ! Γιατί παραγγέλνεις και κάνεις κάτι άλλο δεν χάνεις χρόνο δηλαδή
αν με κάποιο τρόπο μου εξασφάλιζαν την ποιότητά τους και ήξερα τις πληροφορίες που μπορώ να δω και στο φυσικό κατάστημα. Αλλά είναι δύσκολο γιατί όταν ψωνίζεις εσύ ξέρεις για ποια δουλειά θέλεις το κάθε τι (π.χ. αν φτιάχνεις γεμιστά θα αγοράσεις μεγάλες και γερές ντομάτες) και επιλέγεις

ηλεκτρονική παραγγελία μπορεί να τα βάζει χωρίς να βλέπει ή να τον ενδιαφέρει αν θα είναι χτυπημένο κάτι.

Μονο σε περίπτωση που δεν υπήρχε καθόλου χρονος. Η αγορά - επιλογή φρούτων και λαχανικών είναι μια πολύ ευχάριστη διαδικασία!

ΣΕ ΚΑΜΙΑ

Καλή ποιότητα & Ευκολία παράδοσης

Καλύτερες τιμες

Υπο καμια.

οχι γιατι θελω να τα δω απο κοντα

Καλή ποιότητα προϊόντος, καλύτερη τιμή από τα σουπερ μαρκετ/μανάβικα

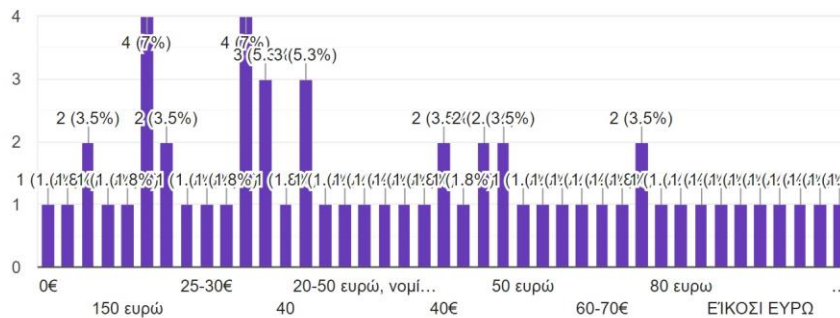
Εξαιρετική ποιότητα

Θα ήθελα να γνωρίζω το μανάβικο/σουπερ μαρκετ που θα κάνω την παραγγελία και οι τιμές να είναι

Τι ποσό περίπου δίνεις μηνιαία για την αγορά φρούτων/ λαχανικών;

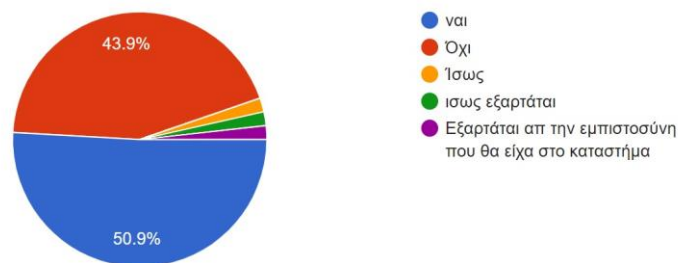
57 responses

Copy chart



Θα προπλήρωνες όλο το ποσό που δαπανάς για τις συγκεκριμένες αγορές εάν είχες κάποια έκπτωση;

57 responses



A concept idea about the website



διάλεξε από ποιά μποστανί θέλεις να δοκιμάσεις

από το μποστανί του Λευτέρη Κάππα στην Αγγελώνα Δ.Μονεμβασίας	από το μποστανί του Γιάννη Παπάκου στην Ελιά Δ.Μονεμβασίας	από το μποστανί του Χρήστου Κανάκου στην Πλότρη Δ.Μονεμβασίας	από το μποστανί του Γιώργου Κουλούρη στην Συκιά Δ.Μονεμβασίας	από το μποστανί του Παναγιώτη Στάμου στους Μολάους Δ.Μονεμβασίας	από το μποστανί του Ανδρέα Λάμπρου στον Αϊ-Γιάννη Δ.Μονεμβασίας
από το μποστανί του Δημήτρη Μπαράκου στην Απιδιά Δ.Μονεμβασίας	από το μποστανί του Μανώλη Φιφλή στην Μεταμόρφωση Δ.Μονεμβασίας	από το μποστανί του Ηλία Γραμμένου στην Αγγελώνα Δ.Μονεμβασίας	από το μποστανί του Σταύρου Γιαννιά στην Ελιά Δ.Μονεμβασίας	από το μποστανί του Κωστή Παππά στα Παπαδιάνικα Δ.Μονεμβασίας	από το μποστανί του Γιώργου Βλάχου στον Ασωπό Δ.Μονεμβασίας

δες τις αξιολογήσεις πρώτα ή γράψε εσύ μία

A concept idea for the website, screen 1



διάλεξε τι θα κόψεις από το μποστάνι



3.00 ευρώ/ κιλό



2.50 ευρώ/ κιλό

A concept idea for the website, screen 2



γράψε τα στοιχεία που θα έρθει το δέμα σου *

όνομα
διεύθυνση
τηλέφωνο
προτιμ. ώρα παραδ.

Σύνολο παραγγελίας -

*οι παραδόσεις γίνονται κάθε Τετάρτη και Σάββατο

A concept idea for the website, screen 3